

Minutes of the Veneta Urban Renewal Agency

November 8, 2010

Present: Chair Sharon Hobart-Hardin, T. J. Brooker, Darrell Carman and Marion Esty

Absent: Sandra Larson

Staff: Ric Ingham, City Administrator; Sheryl Hackett, City Recorder; Shauna Hartz, Finance Director; Brian Issa, Community Services Director; Zac Moody, Associate Planner; and Darci Henneman, Assistant City Recorder

1. CALL TO ORDER

Chair Sharon Hobart-Hardin called the Urban Renewal Agency meeting to order at 8:45 p.m.

2. PUBLIC COMMENT

None

3. CONSENT AGENDA

None presented

4. 2010 FARMERS' MARKET RECAP

Zac said the Farmers' Market had a successful season. The Market moved to the Luther Lane site at the end of August to allow for construction of the LTD Transit Center at the West Broadway site. The Market had 17 farms, 5 vendors and an average of seven consignments participating at each Market. \$4500 was budgeted for the Market which included the Manager's salary. Of that \$4500 only \$3,513 or 78% of the budget was spent.

Zac and Marie have started working on the 2011 Market goals. They would like to see some on-site food vendors and try to get more farms involved prior to the market opening. They are also working on accepting the Oregon Trail card as well as providing for different forms of payment. Eventually we would like to reduce consignments and increase onsite vending, as well as implementing a punch card or reusable market bag to draw return-consumers to the Market. Marie will work on having more onsite surveys asking what attracts people to the Market and what will encourage them to come weekly.

Marie said at least four farmers with excess product from the Market contributed to the Gleaners and Love. She said the Gleaners received more food than they could accept.

Last year Marie averaged nine consignors and this year she had an average of seven. Next year's goal would be to have fewer consignors and more farmers with their own vendor booths. Location was the key to this year's success. Moving to Luther Lane made the Market more visible from the intersection of Territorial Rd. and Highway 126.

Chair Hobart-Hardin agreed the visibility and access for foot traffic was much better at the Luther Lane site.

Marie said it was a wonderful site but there is no electricity at Luther Lane. The noise from portable generators would really take away from the atmosphere. It would cost roughly \$3,000 to supply power to the site.

In response to a question from Darrell Carman, Zac said wireless could be used but if the City decided to use the site as a permanent Market, electricity should be brought in. Staff needs to make sure the site is compatible for the longevity of the Market.

5. TAX LOT 600 – RFP & WETLANDS PERMIT UPDATE

Zac said in September the Council directed the City to enter into a contract with Johnson Reid to provide RFP services for Tax Lot 600 to solicit developers and analyze the proposals. Unfortunately we received no RFP's. At this time staff has an opportunity to work on the analysis for recruiting possible lodging for Tax Lot 600 so this matter may be revisited this year or next year. The wetland permit has been closed out. The 1200c permit is still open which will allow fill and grading to continue.

6. OTHER

Nothing

7. ADJOURN

Chair Sharon Hobart-Hardin adjourned the Veneta Urban Renewal Agency at 9:03 p.m.

Sharon Hobart-Hardin, Chair

Darci Henneman, Assistant City Recorder